FSC-104-B

ROU Brief - 6/18/97

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

Contents

- WINSTON "No Bull" Cup/Drag POS Kit Graphic Change
- WINSTON "No Bull" UL Box Small PPD Card
- WINSTON "No Bull" Southland Clock Transparency
- AT&T Network Services
- 3-Pack Special Offer Tape

➡ ***WINSTON "No Bull" Cup/Drag POS Kit Graphic Change***
(Contact: Floyd Cook, #3466)

- POS kit graphics will change to reflect WINSTON "No Bull" new look.
  - Same program number/new item number.
- Cup -Races 8/23/97 On-going
  Program #701257
  Item # (new) 533750
- Drag -Races 8/30/97 On-going
  Program #710258
  Item # (new) 533693
  - Allocation will remain as previously communicated.

➡ ***WINSTON "No Bull" UL Box Small PPD Card***
(Contact: Floyd Cook, #3466)

- Item #529550
- Utilize with generic temporary display to gain UL Box distribution and presence.
- Field Sales requested item.

➡ ***WINSTON "No Bull" Southland Clock Transparency***
(Contact: Floyd Cook, #3466)

- Item #524951
- Available: 7/14/97
- Allocated by region, review in SMS.

➡ ***AT&T Network Services***
(Contact: Keith Bess, #7420)

- To lower RJR's cost for communications services, you MUST contact your P&A Coordinator to request acquisition or disconnection of ALL AT&T Network services.
- P&A Coordinator must contact Dave Collison at 800-984-2664, ext. 3714 to execute request or Keith Bess at 910-741-7420.

➡ ***3-Pack Special Offer Tape***
(Contact: Colin Uffindell, #1367)

- 3-pack sleeve offer tape, Item #462822, will be discontinued once existing inventories are depleted.
- Utilize brand-specific and 3-pack sleeves in place of the banding tape.

Sales		Retail
1221	1222	
1222	1223	
1223	1226	
1224	1229	
1225	ROM	
1226		PC SC
1229		MC PA
1240		
[illegible]	RSM	RBM

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